

Station WPGH-TV PITTSBURGH, PA

Advertiser ( ) POLITICAL ISSUE GROU

Product AMERICANS 4 TAX REFO

Estimate# 2813

Buyer GREG PHELPS

Phone#

Fax#

Agency ( ) STRATEGIC MEDIA PLACEMENT

7669 STAGERS LOOP

DELAWARE, OH 43015

Agency C/P1/P2/E //2813

Flight Dates 10/04/2012 - 10/17/2012

Hiatus Weeks

Rep Firm

Sales Office ( ) WASHINGTON

Salesperson ( ) KATHRYN SARDINSKY

Salesperson Phone# 202-955-5342

Salesperson FAX#

--- CONTRACT COMMENT ---

AMERICANS FOR TAX REFORM \*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

PLS SEE LN 5 FOR SPOT NA. PLS ADVISE  
THANKS,  
ANDREW

Ln	Dates	Time	Program	Len	Rate	Day	Spots/Week	# of Weeks	Total Spots	Total Cost
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1	10/04-10/05	10P-11P	NEWS	:30	\$1,000.00	TH-F	3	1	3	\$3,000.00
2	10/08-10/12	10P-11P	NEWS	:30	\$1,000.00	M-F	5	1	5	\$5,000.00
3	10/15-10/17	10P-11P	NEWS	:30	\$1,500.00	M-W	2	1	2	\$3,000.00
4	10/07-10/14	10A-11A	FOX NEWS	:30	\$200.00	SU	1	2	2	\$400.00
*5	10/07-10/14	10P-1045P	FOX NEWS	:30	\$1,000.00	SU	1	2	2	\$2,000.00
Station Remark: V4 1X NA 10/14 DT MLB. OFR 1X 10/7 NEWS STP @ NCIR OR 3 FOR 1 IN WPMY NEWS ON 10/14.										
6	10/07-10/07	12P-1P	STEELERS PREGAME	:30	\$5,000.00	SU	1	1	1	\$5,000.00
7	10/06-10/13	3P-7P	NCAA	:30	\$600.00	SA	1	2	2	\$1,200.00
8	10/06-10/06	730P-11P	WVU/TX	:30	\$5,000.00	SA	1	1	1	\$5,000.00
9	10/07-10/07	1P-4P	STEELERS/EAGLES	:30	\$20,000.00	SU	1	1	1	\$20,000.00

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---REPORT TOTALS---

Report Totals: 19 / \$44,600.00

---SALES MONTHLY TOTALS---

Oct 12: 19 / \$44,600.00

Sales Totals: 19 / \$44,600.00

Station Totals: 19 / \$44,600.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$185,833	CABL	0%	KDKA	28%	UNKN	0%	WPCW	3%	WPGH	24%
		WPMY	1%	WPXI	27%	WTAE	17%				

Books null

Demos RA35+